

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
IOWA	2,776,755	2,926,324	2,939,909	2,962,064
MEDIAN AGE (YRS)		36.5	37.2	37.9
CEDAR FALLS, IA	123,798	128,012	127,583	126,946
MEDIAN AGE (YRS)		34.4	34.9	35.2
HISPANICS (ANY RACE)		2,359	2,594	3,037
STATE'S PERCENTAGE		1.84%	2.03%	2.39%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	113,194	112,126	110,482
MSA'S PERCENTAGE	88.42	87.59	86.31
MEDIAN AGE (YRS)	36.0	36.6	37.3
BLACK/AFRICAN-AMERICAN	10,179	10,506	10,922
MSA'S PERCENTAGE	7.95	8.21	8.53
MEDIAN AGE (YRS)	25.0	25.6	26.6
AMERICAN INDIAN/NATIVE	228	245	275
MSA'S PERCENTAGE	0.18	0.19	0.21
MEDIAN AGE (YRS)	27.9	26.8	27.0
ASIAN	1,254	1,322	1,425
MSA'S PERCENTAGE	0.98	1.03	1.11
MEDIAN AGE (YRS)	29.3	29.4	30.5
HAWAII/PACIFIC ISLANDER	56	62	69
MSA'S PERCENTAGE	0.04	0.05	0.05
MEDIAN AGE (YRS)	24.6	24.6	24.7
OTHER	1,190	1,344	1,597
MSA'S PERCENTAGE	0.93	1.05	1.25
MEDIAN AGE (YRS)	21.8	22.2	22.2

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	36,770	36,275
SUBURBAN	74,464	74,606
RURAL	16,349	16,065

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$40,842	-----	
PER CAPITA	\$20,739	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$1,828,330,000	\$2,168,828,000	18.62%
FOOD AT HOME TOTAL	\$220,710,400	\$241,290,700	9.32%
FOOD AWAY FROM HOME TOTAL	\$187,914,600	\$222,292,200	18.29%
FOOD AS % OF TOTAL EXPENDITURES	22.35%	21.37%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$41,150,800	\$45,473,600	10.50%
FISH & SEAFOOD PRODUCTS	\$3,862,500	\$4,226,800	9.43%
FRUITS & VEGETABLES	\$22,734,200	\$24,436,500	7.49%
DAIRY PRODUCTS	\$24,102,100	\$26,299,400	9.12%
BAKERY PRODUCTS	\$24,054,000	\$25,427,100	5.71%
CEREALS & PRODUCTS	\$12,246,300	\$13,643,100	11.41%
PREPARED FOODS	\$37,027,500	\$40,955,900	10.61%
JUICES	\$5,324,200	\$5,735,100	7.72%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$13,085,600	\$17,225,800	31.64%
FAST FOOD	\$5,884,400	\$7,549,800	28.30%
FULL SERVICE	\$7,201,100	\$9,676,000	34.37%
LUNCH	\$46,861,200	\$55,411,800	18.25%
FAST FOOD	\$29,245,200	\$33,901,400	15.92%
FULL SERVICE	\$17,616,000	\$21,510,400	22.11%
DINNER	\$67,505,800	\$81,417,300	20.61%
FAST FOOD	\$28,668,300	\$33,333,300	16.27%
FULL SERVICE	\$38,837,500	\$48,084,000	23.81%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$825	\$906	9.82%
POULTRY	\$208	\$230	10.58%
EGGS	\$35	\$37	5.71%
FISH & SEAFOOD			
FRESH	\$39	\$41	5.13%
FROZEN	\$27	\$31	14.81%
CANNED	\$12	\$12	0.00%
FRUITS / VEGETABLES			
FRESH	\$300	\$323	7.67%
CANNED	\$81	\$90	11.11%
FROZEN	\$56	\$57	1.79%
OTHER	\$18	\$17	-5.56%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$165	\$177	7.27%
CHEESE	\$130	\$135	3.85%
ICE CREAM	\$75	\$81	8.00%
BUTTER / MARGARINE	\$41	\$49	19.51%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$372	\$392	5.38%
COOKIES	\$70	\$73	4.29%
CRACKERS	\$40	\$41	2.50%
CEREALS & PRODUCTS			
CEREALS	\$147	\$156	6.12%
PASTA PRODUCTS	\$38	\$45	18.42%
FLOUR & MIXES	\$42	\$49	16.67%
RICE	\$19	\$22	15.79%
PREPARED FOODS			
SNACKS/CHIPS	\$136	\$156	14.71%
JUICES	\$107	\$114	6.54%
FROZEN/PREP. OTHER	\$108	\$125	15.74%
SOUPS	\$63	\$73	15.87%
SAUCES & GRAVIES	\$57	\$56	-1.75%
BABY FOOD	\$42	\$46	9.52%
FROZEN MEALS	\$39	\$44	12.82%
NUTS	\$31	\$33	6.45%
SALADS	\$22	\$26	18.18%

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